

# Ideas for Radon Outreach Activities

January is National Radon Action Month—a perfect time to promote radon awareness, testing and mitigation, and radon resistant new construction (RRNC). Radon testing is generally easiest and most effective in the cooler weather months when houses tend to be closed up for warmth. Contact your state radon program, available at [www.epa.gov/iaq/whereyoulive.html](http://www.epa.gov/iaq/whereyoulive.html), for help in planning your activities. Possible activities include:

Please see pages 6 and 8 of this Kit for information on obtaining radon test kits and ordering customizable test kit coupons for tracking your activities.

## Community Events

- ▶ **Hold a Radon Poster Contest.** The National Safety Council conducts an annual radon poster contest during the radon testing season. Start planning your poster contest early and work with your local school(s) to get students to design radon posters. For more information on the National Safety Council radon poster contest, visit [www.nsc.org/issues/radon](http://www.nsc.org/issues/radon).



- ▶ **Ask Your Mayor or City Council to Issue a Radon Proclamation.** Have January declared “Radon Action Month” in your community and encourage all community members to test for radon. A sample proclamation that you can customize is included in this Event Planning Kit on page 14.



- ▶ **Conduct a Radon Test Challenge.** Challenges are a fun way to encourage testing within your community. Contact a radon test kit manufacturer (a list can be obtained from your state radon office) to obtain test kits, possibly at a discounted price and offer a challenge and “reward” for the most test kits distributed, conducted, and sent to the lab for analysis. Challenges can be conducted between cities (have your mayor challenge a neighboring community) or within your community (have schools in your community challenge each other). However you conduct your challenge, offer a “reward” for the challenge winner, but also acknowledge all participants. Check your state laws on contests before planning your radon test challenge.
- ▶ **Host a Community Health Fair** or other public event to feature radon health risk information. Coordinate with your local health care providers and other health-focused groups, such as the American Lung Association, to have booths, educational sessions, and presentations on radon and radon testing. Invite your mayor or other officials to your event to issue a proclamation and to conduct a press event to promote radon testing and mitigation.
- ▶ **Work with Your Local Schools** to provide radon education to students. Contact your high school or junior high science and health departments and arrange to have someone speak to classes about radon and radon testing. Provide the class with radon educational materials and coupons for discounted radon test kits.



## Ideas for Radon Outreach Activities *(continued)*

- ▶ **Identify “Non-traditional” Avenues for Radon Education.** In addition to traditional media outlets, there are a variety of other opportunities for educating your community about radon. Churches, community centers, even local beauty salons and barbershops, can be effective venues for reaching out to your community. Contact ministers, community leaders, and local civic leaders and encourage them to promote radon awareness and testing to their members. Provide them with educational materials and information on test kits to make it easy for them to partner with you.
- ▶ **Arrange a Display at Local Sporting Events.** Set up a booth or display near a concession stand or ticket window and distribute radon educational materials and test kit coupons. Work with the sporting venue to show radon Public Service Announcements during half-time or other breaks in play.
- ▶ **Display Radon Information at Public Gathering Places.** Libraries, community centers, malls, and transit centers frequented by members of your community are perfect locations to provide radon education and testing materials. Supply these locations with radon materials and ask them to display the materials in a prominent location. Be sure to check back with these locations frequently and provide them with additional materials if necessary.
- ▶ **Host a Community Baby Shower.** Many communities conduct community baby showers or other events for new or expectant mothers. This provides a perfect opportunity to provide families in your community with information about a variety of health topics, including the importance of testing for radon. Provide educational materials and a test kit coupon to all attendees.
- ▶ **Provide Radon Education at Green House Exhibits.** Incorporate radon-resistant construction techniques into a green house or eco-house exhibit at state fairs, green building shows, museums, and other venues. Work with exhibit organizers to provide outreach and educational materials for visitors.



## Building Partnerships

- ▶ **Build a Radon Coalition in Your Community.** There are many individuals and organizations in your community that have an interest in health topics. Hold an open forum for interested individuals to attend and then establish a coalition to promote radon awareness in your community. Every member of your coalition will have unique ideas for radon activities and will have access to different parts of your community. Working together as a group will be the most effective way to make radon testing and mitigation a reality in all buildings in your community.
- ▶ **Connect with Local Businesses.** Home improvement and hardware stores may carry radon test kits. Encourage them to promote radon testing in homes, schools, and other buildings. Ask them to create radon test kit displays in prominent store locations during National Radon Action Month and to include information on radon testing in mailings or other advertisements during January.
- ▶ **Contact Your Local University Medical Schools and Health Care Professionals.** Health care students and practitioners can serve as speakers for your health fairs and community events. You can also work with health care providers to incorporate radon messages into their practices and provide educational materials for their patients.
- ▶ **Coordinate with Your Local Utilities** to promote radon awareness and testing. Send a bill insert to your local utility providers (e.g. water, gas, electric) and ask them to include it with their January bill statement mailings. This is an easy, effective, and inexpensive way to reach the vast majority of your community.

## Ideas for Radon Outreach Activities *(continued)*

- ▶ **Coordinate with Welcome Wagon or other “New Home” Programs.** Your community may have a “Welcome Wagon” or other programs to welcome new residents. Provide these programs with brochures and test kit coupons to include with welcome packages for new residents. Be sure to include information about your coalition or program so that individuals can follow up with you if they have questions.
- ▶ **Ask Local Chapters of Health and Environmental Organizations to Promote Radon Awareness.** Many local organizations in your community have regular newsletters, listservs, or mailings that they use to reach their members. Contact them to ask them to run an article on radon health risks, testing, mitigation, and Radon Resistant New Construction. Be sure to include information on how to obtain additional information.

### Media Outreach

- ▶ **Promote Radon Public Service Announcements (PSAs).** EPA has a variety of print, radio, and television PSAs available at no cost to educate your community about the dangers of radon and the importance of radon testing. Hand delivering PSAs to your local media outlets is an effective way to reach large portions of your community, and often stations will run PSAs for free! Keep in mind that people in your community may speak languages other than English, so be sure to use EPA's bi-lingual materials and to reach out to media outlets that serve non-English speaking audiences. Visit [www.epapsa.com](http://www.epapsa.com) to view and order PSA materials.
- ▶ **Conduct a Media Campaign.** In addition to promoting PSAs, contact your local media and ask them to run stories on radon during the radon testing season. Provide the media with fact sheets and other background materials and offer spokespeople for interviews. See page 10 of this Event Planning Kit for information on working with the media.
- ▶ **Develop a Compelling Local Story** that will put a face on radon in your community. Invite the media to talk with people who have tested their homes and successfully mitigated a radon problem. Providing the media with local radon data (available from your state radon program state or testing companies) will also help you localize the story for your community. Don't forget to provide information on test kit availability and qualified radon mitigation professionals in your community.
- ▶ **Identify Key Spokespeople in Your Community** that can serve as recognizable and respected “faces” for your radon program. Perhaps you can engage local politicians, celebrities, scientists, or others that people in your community recognize and trust. Use your spokespeople for media interviews and to publicize your radon activities. Encourage your spokespeople to publicly test their homes for radon and publicize their results and subsequent actions if their tests show radon in excess of EPA's action level. You can also contact your state radon program to help identify radon technical experts if needed.
- ▶ **Write a Press Release** about radon and your radon activities and distribute it to your local media outlets. A sample press release that you can customize for your community is included in this Event Planning Kit on page 12.
- ▶ **Write a Letter to the Editor** of your local paper(s) to educate your community about the health risks of radon and to encourage people to test their homes.

